

(CRM2G) – 2G Outreach Script

Hello, this is _____ from Monitronics, may I speak with _____?

Mr. / Mrs. _____, How are you doing today?

We are calling in regards to the notification we have received by (Alarm.com/Teleguard) in which, the 2G (2nd Generation) Network available in your area is going down and is being phased out. The 2G Network is the cell service that has been allowing your security system to send us alarm signals.

However, due to this nationwide elimination of the 2G Cell Towers, the communication between your alarm system and our Alarm Response Center will be affected. Since these towers will now become 3G/4G we would need to make sure that your alarm system is in compliance with the same cellular service communication network.

////pause for customer response////

Questions they may ask:

- 1.) “What does this mean for me?” - “How exactly will I be affected?”
- 2.) “How can I prevent this from happening?” - “What needs to be done to my system?”

Constructive Responses:

- 1.) This means that, since your system is currently using the 2G network cell service to send us your alarm signals to our Alarm Response Center, once the 3G/4G towers are installed in your local area, your system will no longer be able to adapt. Therefore in order for it to work properly & with efficiency (no interruption) your system needs to be updated, which will be done at no cost to you.
- 2.) In order to prevent any future interruption & to make sure that the communication between your alarm system & our Alarm Response Center is to the best of its quality & integrity that it is required to be, we would need to schedule a technician to go to your home and update your system, at no cost to you.

////pause for customer response////

Now, because we will be covering the cost of this update, at NO COST TO YOU, we ask that you reciprocate that loyalty by extending your current service agreement by 12 months. **KEEP IN MIND**, that there will be no changes to your current Monthly Rate, all will stay the same. We can upgrade you're Alarm.com features as well, if you are willing to extend your contract.

Can I do this for you now?

////pause for customer response////

If customer says YES:

Great! We will now begin to open a service ticket to get that started but before we proceed we will need to verbally confirm, therefore:

“To confirm this verbal agreement that is recorded for verification purposes, we will be installing (what is being installed), at your current rate of (monthly rate) with an extension of (how many months). So your new Contract End Date is (date). This will be 0\$ billable to you.

Do you agree with these terms Mr./Mrs. ____?

Wonderful, we will send you a confirmation of your new contract agreement.”

Job Comments:

3G Upgrade:

- Ask for BEST alternate Number # (alt # (555)555-5555)
- Ask for BEST TIME (days, morning/evening)for technician to go to site
- Advise Customer that Local Technician may have different times available
Therefore scheduling will depend on technician’s time frame.
- Also advise customer that Technician scheduling works in 4 hour time frames
(i.e. 11- 3, or 8 – 12, etc.)
- 2G Sunset, Please Upgrade Current 2G Alarm.com Simon Xt cell unit to 3G or 4G cell. \$0 billable .
- Per 2G Sunset on (date), replace existing radio w/ (Verizon 4G) Alarm.com radio. \$0 Billable.

3G Basic Interactive upgrade

- Alt #
- Best time for tech scheduling
- Best time to call customer
- Per 2G Sunset, install (Cell Needed), (Panel Needed), (Sensors Needed if applicable). \$0 Billable.

***** Any EXTRA EQUIPMENT is BILLABLE to the customer .**